



WXYZ

## ORDER

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Flight Dates 09/25/12-10/01/12

<u>Contract / Revision</u>	<u>311995</u>	<u>/</u>	<u>MDSCC-SC</u>	<u>Product</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>	09/21/12	09/21/12	<u>Agency Com</u> 15%	<u>Estimate #</u>	<b>1655</b>	
			<u>Billing Contact</u>	<u>Alt Order #</u>		
<u>Advertiser</u>	<b>Michigan Democratic State</b>		1322 G St, SE	<u>Billing Type</u>	Cash	
			Washington, DC 20003	<u>Order Type</u>	GENERAL	
<u>Agency</u>	<b>Three Point Media</b>			<u>Billing Cycle</u>	EOM/EOC	
<u>Buying Contact</u>				<u>Billing Calendar</u>	BROADCAST	
1322 G St, SE				<u>Demographic</u>	A35+	
Washington, DC 20003				<u>Rev Codes</u>	POL	POL
				<u>Product Codes</u>	PL	PARTY
				<u>Priority</u>	FX	
				<u>Advertiser Ref</u>		

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Competing Station	Order Share %	Market Value	Amount
CABLE	%		
UNKWN	100%		
WADL	%		
WDIV	%		
WDWB	%		
WJBK	%		
WKBD	%		
WLPC	%		
WPXD	%		
WTVS	%		
WWJ	%		

**Order Totals**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	58	\$61,072.50	\$71,850.00	0.00	08/27/12	09/30/12	58	\$61,072.50	\$71,850.00
October 2012	10	\$9,350.00	\$11,000.00	0.00	10/01/12	10/01/12	10	\$9,350.00	\$11,000.00
<b>Totals</b>	<b>68</b>	<b>\$70,422.50</b>	<b>\$82,850.00</b>	<b>0.00</b>					

**Billing Plan**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
N 1	WXYZ	09/25/12	10/01/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
				Start Date Week: 09/25/12	End Date 10/01/12	Weekdays 11111--	Spots/Week 5	Rate \$200.00	Rating 0.00						
N 2	WXYZ	09/26/12	09/28/12	5am News M-F 5am News M-F	CM	5-6am M-F	-- 1- 1--	:30	2	\$700.00	FX	0.00	NM	2	\$1,400.00
				Start Date Week: 09/25/12	End Date 10/01/12	Weekdays -- 1- 1--	Spots/Week 2	Rate \$700.00	Rating 0.00						
N 3	WXYZ	09/25/12	10/01/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11- 1- --	:30	3	\$1,600.00	FX	0.00	NM	3	\$4,800.00



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## Hiatus Dates

Original Date / Revision 09/21/12 / 09/21/12

Order Sep 00:20:00

Advertiser Michigan Democratic State Product MDSCC-SC

Estimate # 1655



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Advertiser Michigan Democratic State Product MDSCC-SC

Estimate # 1655

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Type	Spots	Amount
N15	WXYZ	09/25/12	10/01/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11- 1---	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	11- 1---		3	\$1,200.00			0.00					
N16	WXYZ	09/26/12	09/28/12	5p News 5-6pm M-F	CM	5-6pm M-F	-- 1- 1--	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-- 1- 1--		2	\$1,800.00			0.00					
N17	WXYZ	09/25/12	10/01/12	6p News 6-630pm M-F	CM	6-630pm M-F	11- 1---	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	11- 1---		3	\$2,000.00			0.00					
N18	WXYZ	09/25/12	10/01/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$2,000.00	FX	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	11111--		5	\$2,000.00			0.00					
N19	WXYZ	09/30/12	09/30/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-----S		1	\$1,400.00			0.00					
N20	WXYZ	09/25/12	09/27/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	- 1- 1--	:30	2	\$4,000.00	FX	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	- 1- 1--		2	\$4,000.00			0.00					
N21	WXYZ	09/26/12	09/28/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M--	1- 1--	:30	2	\$750.00	FX	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-- 1- 1--		2	\$750.00			0.00					
N22	WXYZ	09/25/12	10/01/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11111--	:30	5	\$400.00	FX	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	11111--		5	\$400.00			0.00					
N23	WXYZ	09/29/12	09/29/12	SA 1130p-1230a SA 1130p-1230a	CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-----S-		1	\$250.00			0.00					
N24	WXYZ	09/29/12	09/29/12	SA 1a-2a SA 1a-2a	CM	1am-2am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-----S-		1	\$175.00			0.00					
N25	WXYZ	09/30/12	09/30/12	Sports Update 1130-12n CM SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-----S		1	\$1,000.00			0.00					
N26	WXYZ	09/30/12	09/30/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-----S		1	\$250.00			0.00					
N27	WXYZ	09/30/12	09/30/12	SU 1a-2a SU 1a-2a	CM	1am-2am	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-----S		1	\$175.00			0.00					



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N27	WXYZ	09/30/12	09/30/12	SU 1a-2a	CM	1am-2am	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
SU 1a-2a															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/25/12		10/01/12	-----S		1		\$175.00	0.00							
N28	WXYZ	09/27/12	09/27/12	Thursday Prime A	CM	8-9pm Thursday	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
Thursday Prime A															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/25/12		10/01/12	---T---		1		\$4,000.00	0.00							
N29	WXYZ	09/29/12	09/29/12	ABC Saturday Night Foo	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
ABC's Saturday Night Foo															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/25/12		10/01/12	-----S-		1		\$3,000.00	0.00							
N30	WXYZ	09/30/12	09/30/12	Sunday Prime B	CM	8-9pm Sunday	-----S	:30	1	\$7,000.00	FX	0.00	NM	1	\$7,000.00
Sunday Prime B															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/25/12		10/01/12	-----S		1		\$7,000.00	0.00							
													<b>Totals</b>		<b>68 \$82,850.00</b>